Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (cancelled).

21.   (currently amended) A computer-implemented method for facilitating an auction of a travel service comprising:

receiving, at a travel reservations database, a user profile comprising consumer rules defined by a consumer and an organization profile comprising organization rules defined by an organization;

storing, at ~~a~~ said travel reservations database, ~~said~~ a consumer itinerary ~~having consumer defined purchase rules for said travel service~~ comprising said consumer rules and said organization rules, wherein said travel reservations database comprises a plurality of consumer itineraries;

retrieving, from said travel reservations database, a subset of said plurality of said consumer itineraries ~~information~~, wherein said subset comprises said consumer itineraries ~~information~~ having similar said consumer ~~defined purchase~~ rules and said organization rules;

providing, via said travel reservations database, said subset to a vendor offering ~~said~~ a travel service;

accepting, at said travel reservations database, a bid from said vendor to provide said travel service to a consumer associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold of said consumer ~~defined purchase~~ rules and said organization rules of said subset;

verifying, at said travel reservations database, that said bid is in accordance with said consumer ~~defined purchase~~ rules and said organization rules;

confirming, at said travel reservations database, that said bid is an optimum bid; and,

modifying said consumer itinerary according to said bid.

22.   (previously presented) The method of claim 21, further comprising notifying, via said travel reservations database, said consumer of said optimum bid.

23.   (currently amended) The method of claim 21, wherein said confirming step comprises determining ~~if~~ <u>when</u> said bid provides optimum savings for said consumer.

24.   (previously presented) The method of claim 21, wherein said verifying step comprises evaluating said bid based on a proposed price and a proposed provision of said travel service.

25.   (previously presented) The method of claim 21, wherein said storing step comprises storing in said travel reservations database a deviation to said consumer defined purchase rules.

26.   (currently amended) The method of claim 21, wherein said storing step comprises storing in said travel reservations database a restriction upon a deviation from <u>at least one of</u> said consumer ~~defined purchase~~ rules <u>and said organization rules</u>.

27.   (previously presented) The method of claim 21, wherein said travel service comprises at least one of an airline reservation, automobile rental reservation, and hotel reservation.

28.   (currently amended) The method of claim 21, wherein said retrieving step comprises scanning said travel reservations database to determine rows of said consumer information with a similar <u>at least one of</u> said consumer ~~defined purchase~~ rules <u>and said organization rules</u>, placing said rows of a similar <u>at least one of</u> said consumer ~~defined purchase~~ rules <u>and said organization rules</u> into said subset, wherein said travel reservations database comprises a plurality of rows.

29.   (currently amended) The method of claim 28, wherein an individual row of said rows is placed into a plurality of <u>said</u> subsets.

30.   (currently amended) The method of claim 28, wherein said rows are similar when <u>at least one of</u> said consumer ~~defined purchase~~ rules <u>and said organization rules</u> differ by less than a predetermined criteria.

Claim 31 (cancelled)

32.   (currently amended) A machine-readable medium having stored thereon a plurality of instructions, said plurality of instructions when executed by a processor, cause said processor to perform a method comprising the steps of:

receiving, at a travel reservations database, a user profile comprising consumer rules defined by a consumer and an organization profile comprising organization rules defined by an organization;

storing, at ~~a~~ said travel reservations database, ~~said~~ a consumer itinerary ~~having consumer defined purchase rules for said travel service~~ comprising said consumer rules and said organization rules, wherein said travel reservations database comprises a plurality of consumer itineraries;

retrieving, from said travel reservations database, a subset of said plurality of said consumer itineraries ~~information~~, wherein said subset comprises said consumer itineraries ~~information~~ having similar said consumer ~~defined purchase~~ rules and said organization rules;

providing, via said travel reservations database, said subset to a vendor offering ~~said~~ a travel service;

accepting, at said travel reservations database, a bid from said vendor to provide said travel service to a consumer associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold of said consumer ~~defined purchase~~ rules and said organization rules of said subset;

verifying, at said travel reservations database, that said bid is in accordance with said consumer ~~defined purchase~~ rules and said organization rules;

confirming, at said travel reservations database, that said bid is an optimum bid; and,

modifying said consumer itinerary according to said bid.

33. (currently amended) The method of claim 21, wherein said consumer ~~defined purchase~~ rules include at least two of price, scheduling preferences, departure airport, destination airport, departure date, departure time, arrival data, arrival time, seating preferences, and special accommodations.

34. (new) The method of claim 21, wherein said organization rules include restrictions relating to at least two of price, scheduling preferences, departure airport, destination airport, departure date, departure time, arrival data, arrival time, seating preferences, and special accommodations..